

REQUEST FOR PROPOSALS  
for  
PUBLIC RELATIONS SERVICES  
for the  
LEON COUNTY TOURIST DEVELOPMENT COUNCIL  
Proposal Number BC-03-22-05-32  
BOARD OF COUNTY COMMISSIONERS  
LEON COUNTY, FLORIDA

Release Date: February 28, 2005

**RFP Title: Request for Proposals for Public Relations Services for the Leon County Tourist Development Council**

**Proposal Number: BC-03-22-05-32**

**Opening Date: Tuesday, March 22, 2005 at 2:00 PM**

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## **I. INTRODUCTION**

Leon County requests proposals from qualified firms or individuals for the Leon County Tourist Development Council (LCTDC) to furnish the LCTDC with public relations services. The Leon County Tourist Development Council seeks a Public Relations agency to promote the Tallahassee-Leon County area as a preferred visitor destination through media development, regional promotion and familiarization tours. The agency should develop and maintain relationships with key travel and tourism journalists through ongoing media development activities which will allow greater access and success in securing positive editorial coverage of the areas visitor attractions. The agency should seek to generate the greatest amount of positive media exposure for the region through the securing of "third-party" endorsements. All promotional efforts and activities will be done on a regional, national, and international level.

This request for proposals is being issued concurrently with a request for proposals for Advertising/Promotional Services for the Leon County Tourist Development Council. Any qualified firm/individual may respond to and be contracted for one or both of the proposals.

## **II. GENERAL INSTRUCTIONS:**

- A. The response to the proposal should be submitted in a sealed addressed envelope to:

*Proposal Number: BC-03-22-05-32  
Purchasing Division  
2284 Miccosukee Road  
Tallahassee, FL 32308*

- B. An original and five (5) copies of the Response must be furnished on or before the deadline. Responses will be retained as property of the County. **The ORIGINAL of your reply must be clearly marked "Original" on its face and must contain an original, manual signature of an authorized representative of the responding firm or individual, all other copies may be photocopies.**
- C. Any questions concerning the request for proposal process, required submittals, evaluation criteria, proposal schedule, and selection process should be directed to Keith Roberts at (850) 488-6949; FAX (850) 922-4084; e-mail [keith@mail.co.leon.fl.us](mailto:keith@mail.co.leon.fl.us). Written inquiries are preferred.
- D. Special Accommodation: Any person requiring a special accommodation at a Pre-Bid Conference or Bid/RFP opening because of a disability should call the Division of Purchasing at (850) 488-6949 at least five (5) workdays prior to the Pre-Bid Conference or Bid/RFP opening. If you are hearing or speech impaired, please contact the Purchasing Division by calling the County Administrator's Office using the Florida Relay Service which can be reached at 1(800) 955-8771 (TDD).
- E. Proposers are expected to carefully examine the scope of services, and evaluation criteria and all general and special conditions of the request for proposals prior to submission. Each Vendor shall examine the RFP documents carefully; and, no later than seven (7) calendar days prior to the date for receipt of proposals, he shall make a written request to the Owner for interpretations or corrections of any ambiguity, inconsistency, or error which he may discover. All interpretations or corrections will be issued as addenda. The County will not be responsible for oral clarifications. Only those communications which are in writing from the County may be considered as a duly authorized expression on the behalf of the Board. Also, only those communications from firms which are in writing and signed will be recognized by the Board as duly authorized expressions on behalf of proposers.

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- F. Your response to the RFP must arrive at the above listed address no later than Tuesday, March 22, 2005 at 2:00 PM to be considered.
- G. Responses to the RFP received prior to the time of opening will be secured unopened. The Purchasing Agent, whose duty it is to open the responses, will decide when the specified time has arrived and no proposals received thereafter will be considered.
- H. The Purchasing Agent will not be responsible for the premature opening of a proposal not properly addressed and identified by Proposal number on the outside of the envelope/package.
- I. It is the Proposers responsibility to assure that the proposal is delivered at the proper time and location. Responses received after the scheduled receipt time will be marked "TOO LATE" and may be returned unopened to the vendor.
- J. The County is not liable for any costs incurred by bidders prior to the issuance of an executed contract.
- K. Firms responding to this RFP must be available for interviews by County staff and/or the Board of County Commissioners.
- L. The contents of the proposal of the successful firm will become part of the contractual obligations.
- M. Proposal must be typed or printed in ink. All corrections made by the Proposer prior to the opening must be initialed and dated by the Proposer. No changes or corrections will be allowed after proposals are opened.
- N. If you are not submitting a proposal, please return the form attached at the end of the RFP, marked 'No Proposal'.
- O. The County reserves the right to reject any and/or all proposals, in whole or in part, when such rejection is in the best interest of the County. Further, the County reserves the right to withdraw this solicitation at any time prior to final award of contract.
- P. Cancellation: The contract may be terminated by the County without cause by giving a minimum of thirty (30) days written notice of intent to terminate. Contract prices must be maintained until the end of the thirty (30) day period. The County may terminate this agreement at any time as a result of the contractor's failure to perform in accordance with these specifications and applicable contract. The County may retain/withhold payment for nonperformance if deemed appropriate to do so by the County.
- Q. Public Entity Crimes Statement: A person or affiliate who has been placed on the convicted vendor list following a conviction for a public entity crime may not submit a bid on a contract to provide any goods or services to a public entity, may not submit a bid on a contract with a public entity for the construction or repair of a public building or public work, may not submit bids on leases of real property to a public entity, may not be awarded or perform work as a contractor, subcontractor, or consultant under a contract with any public entity, and may not transact business with any public entity in excess of the threshold amount provided in Section 287.017, for CATEGORY TWO for a period of 36 months from the date of being placed on the convicted vendor list.
- R. Certification Regarding Debarment, Suspension, and Other Responsibility Matters: The prospective primary participant must certify to the best of its knowledge and belief, that it and its principals are not presently debarred, suspended, proposed for debarment, declared

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ineligible, or voluntarily excluded from covered transactions by any Federal department or agency and meet all other such responsibility matters as contained on the attached certification form (Attachment ).

- S. **Licenses and Registrations:** The contractor shall be responsible for obtaining and maintaining throughout the contract period his or her city or county occupational license and any licenses required pursuant to the laws of Leon County, the City of Tallahassee, or the State of Florida. Every vendor submitting a bid on this invitation for bids **shall** include a copy of the company's local business or occupational license(s) or a written statement on letterhead indicating the reason no license exists. Leon County, Florida-based businesses are required to purchase an Occupational License to conduct business within the County. Vendors residing or based in another state or municipality, but maintaining a physical business facility or representative in Leon County, may also be required to obtain such a license by their own local government entity or by Leon County. For information specific to Leon County occupational licenses please call (850) 488-4735.

If the contractor is operating under a fictitious name as defined in Section 865.09, Florida Statutes, proof of current registration with the Florida Secretary of State **shall be submitted** with the bid. A business formed by an attorney actively licensed to practice law in this state, by a person actively licensed by the Department of Business and Professional Regulation or the Department of Health for the purpose of practicing his or her licensed profession, or by any corporation, partnership, or other commercial entity that is actively organized or registered with the Department of State **shall submit** a copy of the current licensing from the appropriate agency and/or proof of current active status with the Division of Corporations of the State of Florida or such other state as applicable.

Failure to provide the above required documentation may result in the bid being determined as non-responsive.

- T. **Audits, Records, And Records Retention:** The Contractor shall agree:

1. To establish and maintain books, records, and documents (including electronic storage media) in accordance with generally accepted accounting procedures and practices, which sufficiently and properly reflect all revenues and expenditures of funds provided by the County under this contract.
2. To retain all client records, financial records, supporting documents, statistical records, and any other documents (including electronic storage media) pertinent to this contract for a period of five (5) years after termination of the contract, or if an audit has been initiated and audit findings have not been resolved at the end of five (5) years, the records shall be retained until resolution of the audit findings or any litigation which may be based on the terms of this contract.
3. Upon completion or termination of the contract and at the request of the County, the Contractor will cooperate with the County to facilitate the duplication and transfer of any said records or documents during the required retention period as specified in paragraph 1 above.
4. To assure that these records shall be subject at all reasonable times to inspection, review, or audit by Federal, state, or other personnel duly authorized by the County.
5. Persons duly authorized by the County and Federal auditors, pursuant to 45 CFR, Part 92.36(l)(10), shall have full access to and the right to examine any of provider's contract and related records and documents, regardless of the form in which kept, at all reasonable times for as long as records are retained.

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6. To include these aforementioned audit and record keeping requirements in all approved subcontracts and assignments.

**U. Monitoring**

To permit persons duly authorized by the County to inspect any records, papers, documents, facilities, goods, and services of the provider which are relevant to this contract, and interview any clients and employees of the provider to assure the County of satisfactory performance of the terms and conditions of this contract.

Following such evaluation, the County will deliver to the provider a written report of its findings and will include written recommendations with regard to the provider's performance of the terms and conditions of this contract. The provider will correct all noted deficiencies identified by the County within the specified period of time set forth in the recommendations. The provider's failure to correct noted deficiencies may, at the sole and exclusive discretion of the County, result in any one or any combination of the following: (1) the provider being deemed in breach or default of this contract; (2) the withholding of payments to the provider by the County; and (3) the termination of this contract for cause.

**V. Local Preference in Purchasing and Contracting**

1. In purchasing of, or letting of contracts for procurement of, personal property, materials, contractual services, and construction of improvements to real property or existing structures for which a request for proposals is developed with evaluation criteria, a local preference of not more than five percent (5%) of the total score shall be assigned for a local preference for local businesses. Vendors are directed to the evaluation criteria contained herein to be aware of any local preference points to be assigned for this request for proposals.
2. Local business definition. For purposes of this section, "local business" shall mean a business which:
  - a) Has had a fixed office or distribution point located in and having a street address within Leon County for at least six (6) months immediately prior to the issuance of the request for competitive bids or request for proposals by the County; and
  - b) Holds any business license required by the County, and, if applicable, the City of Tallahassee; and
  - c) Employs at least one (1) full time employee, or two (2) part time employees whose primary residence is in Leon County, or, if the business has no employees, the business shall be at least fifty percent (50%) owned by one or more persons whose primary residence is in Leon County.
3. Certification. Any vendor claiming to be a local business as defined, shall so certify in writing to the Purchasing Division. The certification shall provide all necessary information to meet the requirements of above. The Local Vendor Certification Form is enclosed. The purchasing agent shall not be required to verify the accuracy of any such certifications, and shall have the sole discretion to determine if a vendor meets the definition of a "local business."

**W. Addenda To Specifications**

If any addenda are issued after the initial specifications are released, the County will post the addenda on the Leon County website at <http://www.co.leon.fl.us/purchasing/>. For those

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projects with separate plans, blueprints, or other materials that cannot be accessed through the internet, the Purchasing Division will make a good faith effort to ensure that all registered bidders (those vendors who have been registered as receiving a bid package) receive the documents. It is the responsibility of the vendor prior to submission of any proposal to check the above website or contact the Leon County Purchasing Division at (850) 488-6949 to verify any addenda issued. The receipt of all addenda must be acknowledged on the response sheet.

### **III. SCOPE OF SERVICES:**

The Leon County Tourist Development Council seeks a Public Relations agency to promote the Tallahassee-Leon County area as a preferred visitor destination through media development, regional promotion and familiarization tours. The agency should develop and maintain relationships with key travel and tourism journalists through ongoing media development activities which will allow greater access and success in securing positive editorial coverage of the areas visitor attractions. The agency should seek to generate the greatest amount of positive media exposure for the region through the securing of "third-party" endorsements. All promotional efforts and activities will be done on a regional, national, and international level.

#### **BACKGROUND**

The LCTDC is charged with the responsibility of enhancing the economy of Leon County, Florida through tourism. The geographic area is composed of the capital city of Florida, Tallahassee, and its environs. The area is in Northern Florida, midway between Pensacola and Jacksonville.

The LCTDC receives its funding from a three percent (3%) tax imposed on transient lodging in the county. There are approximately 5,051 total hotel/motel rooms.

The LCTDC wishes to promote and advertise primarily to adult consumers with discretionary travel dollars and to travel industry professionals such as meeting planners, freelance writers, travel agents, tour operators and the media. This promotion is to be on a regional, national and international basis.

The LCTDC seeks to contract with the selected agency for a period of October 1, 2005 through September 30, 2006. After the initial period, at the discretion of the County, the contract may be extended for no more than two (2) additional one (1) year periods. Such one (1) year extensions will be automatic unless the County provides written notice of non-renewal to the Contractor no less than thirty (30) days prior to the expiration date of the then-current period. The contract will be reviewed at the end of the first year, and the LCTDC reserves the option to cancel this contract at any time and require open competition.

There are a number of state statutes and LCTDC policies pertaining to the selected agency. It is important that each potential service provider be familiar with them.

1. The agency shall not hold or acquire an account of any competing county, city, region or organization representing other tourism destinations within a (i.e.: Tourist Development Council, Convention & Visitors Bureau, Chamber of Commerce, etc. or like entities) which would be perceived to constitute a conflict of interest.
2. With regard to the matter of branch or subsidiary offices of an agency, it should be clear that all such offices are considered a part of the total corporate entity of the agency.
3. The LCTDC is to be advised of all new business solicitations by the agency which could be perceived to constitute a conflict of interest.

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4. The LCTDC abides by state regulations that prohibit advance payment of goods and services. Therefore, an agency handling the account must be financially able to pay media and production bills with a full understanding that it will not be reimbursed until such time as the service has been performed. Bills are paid promptly upon receipt of proof of performance (within thirty (30) days or less if applicable).
5. As noted above, state law prohibits advance payment for services rendered. It is imperative to know if your agency has sufficient credit to maintain our account, or if it would be necessary to arrange for additional financing. Prior to final contract negotiations, your firm will be requested to identify your credit sufficiency. You may provide a statement from your certified public accountant or bank, or a profitability history, etc. or submit a financial statement. The County/LCTDC shall be the sole determinant of credit sufficiency.
6. The LCTDC reserves the right to subcontract a portion of the budget for other promotional items.

**IV. REQUIRED SUBMITTALS:**

Please prepare your proposal in the following format:

- A. Firm name or Joint Venture, business address and office location, telephone number.
- B. If a joint venture, list participating firms and outline specific areas of responsibility (including administrative, technical, and financial) of each firm.
- C. Address of the office that is to perform the work.
- D. Federal Identification Tax Number or Social Security Number.
- E. The age of the firm, brief history, and average number of employees over the past five years.
- F. Present size of firm, nature of services offered, and breakdown of staff by discipline.
- G. Provide the total number of professionals in your organization and the estimated number of professionals and working hours of these professionals, to be assigned to this project at peak.
- H. Names and descriptions of major projects for which the firm is presently under contract.
- J. If a joint venture, has this joint venture previously worked together? If yes, what projects? A copy of the joint venture agreement should be provided, if available at this time. If the joint venture agreement is not available at this time, then the selection of the firm will be subject to the County receiving and approving the joint venture agreement, prior to negotiating the contract.
- K. If the respondent is not a joint venture, list outside consultants anticipated to be used on this project. When listing consultants, give the respective specialty of the firm.
- L. Give brief resume of key persons to be assigned to the project including but, not limited to:
  - 1) Name & title
  - 2) Job assignment for other projects
  - 3) Percentage of time to be assigned full time
  - 4) How many years with this firm
  - 5) How many years with other firms
  - 6) Experience

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- a) Types of projects
  - b) Size of projects
  - c) What was the specific project involvement?
  - 7) Education
  - 8) Active registrations/certifications
  - 9) Other experience and qualifications that are relevant to this project
  - 10) Note which projects were fast tracked
- M. List the projects which best illustrate the experience of the firm and current staff which is being assigned to this project. (List no more than 10 projects, nor projects which were completed more than five (5) years ago.)
- 1) Name and description of the project
  - 2) The nature of the firm's responsibility on this project
  - 3) Project Owner's representative name, address and phone number
- N. Describe how you would approach this project, and outline the specific services to be provided.
- O. Describe clearly and concisely the tasks and activities that you will perform. Include a time/task schedule. Develop a chart showing the overall sequence of events and time frame for this project.
- P. Show the organization chart as it relates to the project indicating key personnel and their relationship. It should be understood that it is the intent of Leon County to insist that those indicated as the project team in the RFP response actually execute the project.
- Develop a chart of individual staff members to be assigned responsibilities and number of days to be provided for each staff member.
- If a joint venture, indicate how the work will be distributed between the joint venture partners.
- Q. Describe how the organizational structure will ensure orderly communications, distribution of information, effective coordination of activities, and accountability.
- R. Describe how the team will implement project control systems for time, budget, and quality for this project.
- S. Provide acknowledgment of Minority/Women Business Enterprise and Equal Employment Policies and level of MWBE participation (forms attached).
- T. Complete and include in your proposal the attached Public Relations Questionnaire.

#### **V. SELECTION PROCESS**

- A. The County Administrator shall appoint an Evaluation Committee composed of three to five members representing County Administration and Tourist Development staff and Council members who will review all proposals received on time, and select one or more firms for interview based on the responses of each proposer.
- B. The Evaluation Committee will recommend to the Board of County Commissioners, in order of preference (ranking), up to three (3) firms deemed to be most highly qualified to perform the requested services.
- C. The County will negotiate with the most qualified firm (first ranked firm) for the proposed



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services at compensation which the County determines is fair, competitive, and reasonable for said services.

- D. Should the County be unable to negotiate a satisfactory contract with the firm considered to be fair, competitive and reasonable, negotiations with that firm shall be formally terminated. The County shall then undertake negotiations with the second most qualified firm. Failing accord with the second most qualified firm the Board shall terminate negotiations. The County representative shall then undertake negotiations with the third most qualified firm.
- E. Should the County be unable to negotiate a satisfactory contract with any of the selected firms, the County representative shall select additional firms to continue negotiations.
- F. Evaluation Criteria: Proposals will be evaluated and ranked on the basis of the following:
  - 1. Past Performance
    - a) Quality & Completeness of the design(s) . . . . . 10
    - b) Meets:
      - 1) budget . . . . . 5
      - 2) schedule . . . . . 5
  - 2. Qualifications of staff
    - a) In-house Staff . . . . . 15
    - b) Consultants . . . . . 5
  - 3. Current Workload of Firm . . . . . 5
  - 4. Cost/retainer fees . . . . . 20
  - 5. Staff Experience in Similar Projects . . . . . 10
  - 6. Project Approach and Quality of Response to RFP . . . . . 10
  - 7. Local Preference . . . . . 5
  - 8. Minority/Women-Owned Business Enterprises . . . . . 10
  - Total . . . . . 100

**VI. INDEMNIFICATIONS:**

The Contractor agrees to indemnify and hold harmless the County/LCTDC from all claims, damages, liabilities, or suits of any nature whatsoever arising out of, because of, or due to the breach of this agreement by the Contractor, its delegates, agents or employees, or due to any act or occurrence of omission or commission of the Contractor, including but not limited to costs and a reasonable attorney's fee. The County/LCTDC may, at its sole option, defend itself or allow the Contractor to provide the defense. The Contractor acknowledges that ten dollars (\$10.00) of the amount paid to the Contractor is sufficient consideration for the Contractor's indemnification of the County/LCTDC.

**VII. INSURANCE:**

Respondents' attention is directed to the insurance requirements below. Respondents should confer with their respective insurance carriers or brokers to determine in advance of bid submission the availability of insurance certificates and endorsements as prescribed and provided herein. If a vendor fails to comply strictly with the insurance requirements, that vendor may be disqualified from award of the contract.

Contractor shall carry professional liability insurance of the types necessary to protect the LCTDC from any professional liability arising under this agreement. The deductible, if any, shall not exceed \$50,000 and shall be maintained in force from the date of the contract until a date at least one (1) year following the actual completion and acceptance of the project by the LCTDC.

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Contractor shall procure and maintain for the duration of the contract insurance against claims for injuries to persons or damages to property which may arise from or in connection with the performance of the work hereunder by the Contractor, his agents, representatives, employees or subcontractors. The cost of such insurance shall be included in the Contractor's bid.

1. Minimum Limits of Insurance. Contractor shall maintain limits no less than:
  - a. General Liability: \$1,000,000 combined single limit per occurrence for bodily injury, personal injury and property damage. If Commercial General Liability Insurance or other form with a general aggregate limit is used, either the general aggregate limit shall apply separately to this project/location or the general aggregate limit shall be twice the required occurrence limit.
  - b. Automobile Liability: \$1,000,000 combined single limit per accident for bodily injury and property damage. (Non-owned, Hired Car).
  - c. Workers' Compensation and Employers Liability: Insurance covering all employees meeting Statutory Limits in compliance with the applicable state and federal laws and Employer's Liability with a limit of \$500,000 per accident, \$500,000 disease policy limit, \$500,000 disease each employee. Waiver of Subrogation in lieu of Additional Insured is required.

2. Deductibles and Self-Insured Retentions

Any deductibles or self-insured retentions must be declared to and approved by the County. At the option of the County, either: the insurer shall reduce or eliminate such deductibles or self-insured retentions as respects the County, its officers, officials, employees and volunteers; or the Contractor shall procure a bond guaranteeing payment of losses and related investigations, claim administration and defense expenses.

3. Other Insurance Provisions The policies are to contain, or be endorsed to contain, the following provisions:

- a. General Liability and Automobile Liability Coverages (County is to be named as Additional Insured).
  1. The County, its officers, officials, employees and volunteers are to be covered as insureds as respects; liability arising out of activities performed by or on behalf of the Contractor, including the insured's general supervision of the Contractor; products and completed operations of the Contractor; premises owned, occupied or used by the Contractor; or automobiles owned, leased, hired or borrowed by the Contractor. The coverage shall contain no special limitations on the scope of protections afforded the County, its officers, officials, employees or volunteers.
  2. The Contractor's insurance coverage shall be primary insurance as respects the County, its officers, officials, employees and volunteers. Any insurance of self-insurance maintained by the County, its officers, officials, employees or volunteers shall be excess of the Contractor's insurance and shall not contribute with it.
  3. Any failure to comply with reporting provisions of the policies shall not affect coverage provided to the county, its officers, officials, employees or volunteers.
  4. The Contractor's insurance shall apply separately to each insured against whom claims is made or suit is brought, except with respect to the limits of the insurer's

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- b. All Coverages. Each insurance policy required by this clause shall be endorsed to state that coverage shall not be suspended, voided, canceled by either party, reduced in coverage or in limits except after thirty (30) days' prior written notice by certified mail, return receipt requested, has been given to the County.
4. Acceptability of Insurers. Insurance is to be placed with insurers with a Best's rating of no less than A:VII.
5. Verification of Coverage. Contractor shall furnish the County with certificates of insurance and with original endorsements effecting coverage required by this clause. The certificates and endorsements for each insurance policy are to be signed by a person authorized by that insurer to bind coverage on its behalf. All certificates and endorsements are to be received and approved by the County before work commences. The County reserves the right to require complete, certified copies of all required insurance policies at any time. Certificates of Insurance acceptable to the County shall be filed with the County prior to the commencement of the work. These policies described above, and any certificates shall specifically name the County as an additional Insured and shall contain a provision that coverage afforded under the policies will not be canceled until at least thirty (30) days prior to written notice has been given to the County.

Cancellation clauses for each policy should read as follows: *Should any of the above described policies be canceled before the expiration date thereof, the issuing company will mail thirty (30) days written notice to the Certificate Holder named herein.*

6. Subcontractors. Contractors shall include all subcontractors as insureds under its policies or shall furnish separate certificates and endorsements for each subcontractor. All coverages for subcontractors shall be subject to all of the requirements stated herein.

**VIII. MINORITY BUSINESS ENTERPRISE AND EQUAL EMPLOYMENT OPPORTUNITY POLICIES:**

**A. Minority/Women-owned Business Enterprise Requirements**

It is the policy of the Leon County Board of County Commissioners to institute and maintain an effective Minority/Women-owned Business Enterprise Program. This program shall:

1. Eliminate any policies and/or procedural barriers that inhibit Minority/Women-Owned Business Enterprise (M/WBE) participation in our procurement process.
2. Established goals designed to increase M/WBE utilization.
3. Provide increased levels of information and assistance available to M/WBEs.
4. Implement mechanisms and procedures for monitoring M/WBE compliance by prime contractors.

The County has established goals for minority participation in all procurement activities for goods and services. It is the goal for this agreement for the continuing supply of architectural services to meet or exceed a M/WBE participation level of 15.5%. In order to achieve this goal, the County will actively work with the Contractor to identify and involve M/WBEs in each job assignment made under this continuing supply contract. Prior to each task assignment, County staff will meet to determine the potential for minority participation. Next, staff will meet with the Contractor regarding the task and opportunities for M/WBE involvement. The Contractor will be responsible for securing and contracting for all M/WBE participation. The County fully recognizes that each task will have varying levels of M/WBE participation, while the overall services to be provided through the term of the contract may easily meet or exceed

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the goal for M/WBE participation.

Qualified firms who commit to meet the goal of 15.5% minority business participation in the provision of consulting services throughout the life of this contract will receive eight (8) points in the evaluation criteria.

**Composite**  
15.5%

The term "Minority Business" shall mean a business that is owned and controlled fifty-one percent (51%) by one or more minority persons (MBE), or by one or more women (WBE), and whose management and daily business operations are controlled by one or more minority persons, or by one or more women.

**MBE Participation Level for Professional Services**

**Percentage**

The respondent is certified as a Minority Business Firm with Leon County, as defined in the County's MWBE policy.

10

The respondent is a joint venture of two or more firms/individuals with a minimum participation in the joint venture of at least 20% by certified minority business firms/individuals.

8

The respondent has certified that a minimum of 15.5% of the ultimate fee will be subcontracted to certified MWBE Firm(s), and has identified in the proposal the MWBE Firm(s) that it intends to use.

6

For further information or assistance, contact Agatha Muse Salters, Leon County M/WBE Director, at phone (850) 488-7509; fax (850) 487-0928; e-mail [saltersa@mail.co.leon.fl.us](mailto:saltersa@mail.co.leon.fl.us) for additional information.

**B. Equal Opportunity/Affirmative Action Requirements**

The contractors and all subcontractors shall agree to a commitment to the principles and practices of equal opportunity in employment and to comply with the letter and spirit of federal, state, and local laws and regulations prohibiting discrimination based on race, color, religion, national region, sex, age, handicap, marital status, and political affiliation or belief.

For federally funded projects, in addition to the above, the contractor shall agree to comply with Executive Order 11246, as amended, and to comply with specific affirmative action obligations contained therein.

In addition to completing the Equal Opportunity Statement, the Respondent shall include a copy of any affirmative action or equal opportunity policies in effect at the time of submission.

**IX. ETHICAL BUSINESS PRACTICES**

- A. Gratuities. It shall be unethical for any person to offer, give, or agree to give any County employee, or for any County employee to solicit, demand, accept, or agree to accept from another person, a gratuity or an offer of employment in connection with any decision, approval, disapproval, recommendation, or preparation of any part of a program requirement or a purchase request, influencing the content of any specification or procurement standard, rendering of advice, investigation, auditing, or performing in any other advisory capacity in any proceeding or application, request for ruling, determination, claim or controversy, or other

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particular matter, subcontract, or to any solicitation or proposal therefor.

- B. Kickbacks. It shall be unethical for any payment, gratuity, or offer of employment to be made by or on behalf of a subcontractor under a contract to the prime contractor or higher tier subcontractor or any person associated therewith, as an inducement for the award of a subcontract or order.
- C. The Board reserves the right to deny award or immediately suspend any contract resulting from this proposal pending final determination of charges of unethical business practices. At its sole discretion, the Board may deny award or cancel the contract if it determines that unethical business practices were involved.

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**PROPOSAL RESPONSE COVER SHEET**

This page is to be completed and included as the cover sheet for your response to the Request for Proposals.

The Board of County Commissioners, Leon County, reserves the right to accept or reject any and/or all bids in the best interest of Leon County.

Keith M. Roberts, Purchasing Director

Cliff Thael, Chairman  
Leon County Board of County Commissioners

This bid response is submitted by the below named firm/individual by the undersigned authorized representative.

BY

\_\_\_\_\_  
(Firm Name)

\_\_\_\_\_  
(Authorized Representative)

\_\_\_\_\_  
(Printed or Typed Name)

ADDRESS

CITY, STATE, ZIP

TELEPHONE

FAX

**ADDENDA ACKNOWLEDGMENTS: (IF APPLICABLE)**

Addendum #1 dated \_\_\_\_\_ Initials \_\_\_\_\_

Addendum #2 dated \_\_\_\_\_ Initials \_\_\_\_\_

Addendum #3 dated \_\_\_\_\_ Initials \_\_\_\_\_

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**PUBLIC RELATIONS ACCOUNT  
PROPOSAL QUESTIONNAIRE**

1. When was your agency established?
2. Please explain your agency's status; fully independent, a branch office, subsidiary, member of affiliate network, etc. If your agency is a subsidiary, list your parent firm and your agency's relation to it.
3. If you have more than one office, which office would serve the account? (Note: All subsequent responses should relate to this office.)
4. Please give us a brief and concise statement of your public relations philosophy, taking into consideration the following points and any others you feel are appropriate:
  - a. How do you currently measure the effectiveness of your promotional efforts?
  - b. What is the method you use for developing goals?
5. Please provide a brief business background of your agency.
6. Exactly who and how much of their time would be spent on the LCTDC account? Who, within the agency, would take prime responsibility for and have final authority on, the LCTDC account?
7. Describe the role of qualitative and quantitative research within your agency. What are your agency's methods for pre- and post-exposure testing?
8. Are your public relations staff accredited by the Florida Public Relations Association, the Public Relations Society of America or another member of the North American Public Relations Council offering professional credentials? If so, what accreditation or certification do they hold.
9. Outline your knowledge of the local industry and contacts or how you will become familiar with them.
10. Cite an example of a public relations campaign which you developed that recruited out-of-town visitors to a community (limit to two pages.) Please include research, objectives, plan-of-work/activities, and evaluation.
11. Cite an example (limit two pages) where your public relations promotion had a direct impact on local, regional, and statewide media coverage. Include research, objectives, plan-of-work/activities, and evaluation.
12. What do you feel your role is in assisting the LCTDC in community relations?
13. Please list your agency's bank affiliations.
14. How do you charge for your services?
  - a. Briefly describe your standard billing policies.
  - b. Describe your agency commission and/or mark-up on services and products.
  - c. What services are included in your retainer?

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- d. What would be billed net (and at what rate)? What would be marked up? What do you charge for agency commission on printed materials? Other promotional materials? Speciality items?

What do you charge for local and long-distance faxing, copying, delivery/runner service, long distance phone calls, mileage, travel, meetings, mailing costs.

In addition, what do you charge for public relations counseling, media relations, creative design, graphics design and typesetting?

15. Please list three current nonprofit clients for us to contact regarding your capabilities and services. Be sure to include current contact information.
16. If you would like to make any comments indicating how you feel you could contribute to the growth of the LCTDC, please do so.
17. Please identify any accounts you are handling which may be perceived to be in competition with the LCTDC or which may pose a conflict of interest.
18. Please identify any Tourist Development Councils or Chambers of Commerce, past or present, which you handle or have handled in the state of Florida.

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**STATEMENT OF NO BID**

We, the undersigned, have declined to respond to the above referenced RFP for the following reasons:

- \_\_\_\_\_ We do not offer this service
- \_\_\_\_\_ Our schedule would not permit us to perform.
- \_\_\_\_\_ Unable to meet specifications
- \_\_\_\_\_ Others (Please Explain)

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We understand that if the no-bid letter is not executed and returned, our name may be deleted from the list of qualified bidders for Leon County.

Company Name \_\_\_\_\_

Signature \_\_\_\_\_

Name (Print/Type) \_\_\_\_\_

Telephone No. \_\_\_\_\_

FAX No. \_\_\_\_\_

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**SWORN STATEMENT UNDER SECTION 287.133(3)(a),  
FLORIDA STATUTES, ON PUBLIC ENTITY CRIMES**

**THIS FORM MUST BE SIGNED AND SWORN TO IN THE PRESENCE OF A NOTARY PUBLIC OR OTHER OFFICIAL AUTHORIZED TO ADMINISTER OATHS.**

1. This sworn statement is submitted to Leon County Board of County Commissioners

by \_\_\_\_\_  
[print individual's name and title]

for \_\_\_\_\_  
[print name of entity submitting sworn statement]

whose business address is:

\_\_\_\_\_  
\_\_\_\_\_

and (if applicable) its Federal Employer Identification Number (FEIN) is \_\_\_\_\_.

(If the entity has no FEIN, include the Social Security Number of the individual signing this sworn statement: \_\_\_\_\_).

2. I understand that a "public entity crime" as defined in Paragraph 287.133(1)(g), Florida Statutes, means a violation of any state or federal law by a person with respect to and directly related to the transaction of business with any public entity or with an agency or political subdivision of any other state or of the United States, including, but not limited to, any bid or contract for goods or services to be provided to any public entity or an agency or political subdivision of any other state or of the United States and involving antitrust, fraud, theft, bribery, collusion, racketeering, conspiracy, or material misrepresentation.
3. I understand that "convicted" or "conviction" as defined in Paragraph 287.133(1)(b), Florida Statutes, means a finding of guilt or a conviction of a public entity crime, with or without an adjudication of guilt, in any federal or state trial court of record relating to charges brought by indictment or information after July 1, 1989, as a result of a jury verdict, non-jury trial, or entry of a plea of guilty or nolo contendere.
4. I understand that an "affiliate" as defined in Paragraph 287.133(1)(a), Florida Statutes, means:
1. A predecessor or successor of a person convicted of a public entity crime; or
  2. An entity under the control of any natural person who is active in the management of the entity and who has been convicted of a public entity crime. The term "affiliate" includes those officers, directors, executives, partners, shareholders, employees, members, and agents who are active in the management of an affiliate. The ownership by one person of shares constituting a controlling interest in another person, or a pooling of equipment or income among persons when not for fair market value under an arm's length agreement, shall be a prima facie case that one person controls another person. A person who knowingly enters into a joint venture with a person who has been convicted of a public entity crime in Florida during the preceding 36 months shall be considered an affiliate.
5. I understand that a "person" as defined in Paragraph 287.133(1)(e), Florida Statutes, means any natural person or entity organized under the laws of any state or of the United States with the legal power to enter

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into a binding contract and which bids or applies to bid on contracts for the provision of goods or services let by a public entity, or which otherwise transacts or applies to transact business with a public entity. The term "person" includes those officers, directors, executives, partners, shareholders, employees, members, and agents who are active in management of an entity.

6. Based on information and belief, the statement which I have marked below is true in relation to the entity submitting this sworn statement. [Indicate which statement applies.]

\_\_\_\_\_ Neither the entity submitting this sworn statement, nor any of its officers, directors, executives, partners, shareholders, employees, members, or agents who are active in management of the entity, nor any affiliate of the entity has been charged with and convicted of a public entity crime subsequent to July 1, 1989.

\_\_\_\_\_ The entity submitting this sworn statement, or one or more of its officers, directors, executives, partners, shareholders, employees, members, or agents who are active in management of the entity, or an affiliate of the entity has been charged with and convicted of a public entity crime subsequent to July 1, 1989.

\_\_\_\_\_ The entity submitting this sworn statement, or one or more of its officers, directors, executives, partners, shareholders, employees, members, or agents who are active in management of the entity, or an affiliate of the entity has been charged with and convicted of a public entity crime subsequent to July 1, 1989. However there has been a subsequent proceeding before a hearing a Hearing Officer of the State of Florida, Division of Administrative Hearings and the Final Order entered by the Hearing Officer determined that it was not in the public interest to place the entity submitting this sworn statement on the convicted vendor list. [Attach a copy of the final order.]

**I UNDERSTAND THAT THE SUBMISSION OF THIS FORM TO THE CONTRACTING OFFICER FOR THE PUBLIC ENTITY IDENTIFIED IN PARAGRAPH 1 (ONE) ABOVE IS FOR THAT PUBLIC ENTITY ONLY AND, THAT THIS FORM IS VALID THROUGH DECEMBER 31 OF THE CALENDAR YEAR IN WHICH IT IS FILED. I ALSO UNDERSTAND THAT I AM REQUIRED TO INFORM THE PUBLIC ENTITY PRIOR TO ENTERING INTO A CONTRACT IN EXCESS OF THE THRESHOLD AMOUNT PROVIDED IN SECTION 287.017, FLORIDA STATUTES FOR CATEGORY TWO OF ANY CHANGE IN THE INFORMATION CONTAINED IN THIS FORM.**

\_\_\_\_\_  
(signature)

Sworn to and subscribed before me this \_\_\_\_\_ day of \_\_\_\_\_, 20\_\_\_\_.

Personally known \_\_\_\_\_

\_\_\_\_\_  
NOTARY PUBLIC

OR Produced identification \_\_\_\_\_

Notary Public - State of \_\_\_\_\_

\_\_\_\_\_  
(Type of identification)

My commission expires: \_\_\_\_\_

\_\_\_\_\_  
Printed, typed, or stamped  
commissioned name of notary public

Form PUR 7068 (Rev 06/11/92)

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**MINORITY/WOMEN BUSINESS ENTERPRISE PROGRAM  
PARTICIPATION OF M/WBES**

1. FIRM NAME \_\_\_\_\_
2. FLORIDA CORPORATE REGISTRATION NUMBER \_\_\_\_\_
3. ADDRESS \_\_\_\_\_
4. MBE PARTICIPATION - MBE firms and sub-contractors must be certified with the State of Florida, the Florida Department of Transportation, the City of Tallahassee, or Leon County to qualify for MBE participation credit.

**MBE Participation Level**

**Points**

_____	The respondent is certified as a Minority Business Firm with Leon County, as defined in the County's MBE policy.	10
_____	The respondent is a joint venture of two or more firms/individuals with a minimum participation in the joint venture of at least 20% by certified minority business firms/individuals.	8
_____	The respondent has certified that a minimum of 15.5% of the ultimate fee will be subcontracted to certified MBE Firm(s), and has identified in the proposal the MBE Firm(s) that it intends to use.	6
_____	Participation level less than 15.5% of the ultimate fee.	0

M/WBE PARTICIPATION - M/WBE firms and sub-contractors must be certified with the State of Florida, the Florida Department of Transportation, the City of Tallahassee, Leon County Schools, or Leon County to qualify for M/WBE participation credit.

The vendor acknowledges the Leon County M/WBE policy and the provisions specified for the above referenced Request for Proposals. Further, vendor certifies that the firm is committed to meeting or exceeding the goal of 15.5% minority business participation in the provision of consulting services as indicated above throughout the life of this contract.

In witness, hereof, the vendor has hereunto set his signature and affixed his seal this \_\_\_\_\_ day of

\_\_\_\_\_ A.D., 20\_\_

Signed: \_\_\_\_\_ Title: \_\_\_\_\_

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### **EQUAL OPPORTUNITY/AFFIRMATIVE ACTION STATEMENT**

1. The contractors and all subcontractors hereby agree to a commitment to the principles and practices of equal opportunity in employment and to comply with the letter and spirit of federal, state, and local laws and regulations prohibiting discrimination based on race, color, religion, national region, sex, age, handicap, marital status, and political affiliation or belief.
2. The contractor agrees to comply with Executive Order 11246, as amended, and to comply with specific affirmative action obligations contained therein.

Signed: \_\_\_\_\_  
Title: \_\_\_\_\_  
Firm: \_\_\_\_\_  
Address: \_\_\_\_\_  
\_\_\_\_\_

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**CERTIFICATION REGARDING DEBARMENT, SUSPENSION,  
And OTHER RESPONSIBILITY MATTERS  
PRIMARY COVERED TRANSACTIONS**

- (1) The prospective primary participant certifies to the best of its knowledge and belief, that it and its principals:
  - (a) Are not presently debarred, suspended, proposed for debarment, declared ineligible, or voluntarily excluded from covered transactions by any Federal department or agency;
  - (b) Have not within a three-year period preceding this been convicted of or had a civil judgement rendered against them for commission of fraud or a criminal offense in connection with obtaining, attempting to obtain, or performing a public (Federal, State or local) transaction or contract under a public transaction; violation of Federal or State antitrust statutes or commission of embezzlement, theft, forgery, bribery, falsification or destruction of records, making false statements, or receiving stolen property;
  - © Are not presently indicted for or otherwise criminally or civilly charged by a governmental entity (Federal, State or local) with commission of any of these offenses enumerated in paragraph (1)(b) of this certification; and
  - (d) Have not within a three-year period preceding this application/proposal had one or more public transactions (Federal, State or local) terminated for cause or default.
- (2) Where the prospective primary participant is unable to certify to any of the statements in this certification, such prospective participant shall attach an explanation to this proposal.
- (3) No subcontract will be issued for this project to any party which is debarred or suspended from eligibility to receive federally funded contracts.

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Signature

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Title

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Contractor/Firm

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Address

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**INSURANCE CERTIFICATION FORM**

To indicate that Bidder/Respondent understands and is able to comply with the required insurance, as stated in the bid/RFP document, Bidder/Respondent shall submit this insurance sign-off form, signed by the company Risk Manager or authorized manager with risk authority.

- A. Is/are the insurer(s) to be used for all required insurance (except Workers' Compensation) listed by Best with a rating of no less than A:VII?

☐ YES ☐ NO

Commercial General Liability:      Indicate Best Rating: \_\_\_\_\_  
   Indicate Best Financial Classification: \_\_\_\_\_

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Business Auto:      Indicate Best Rating: \_\_\_\_\_  
   Indicate Best Financial Classification: \_\_\_\_\_

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Professional Liability:      Indicate Best Rating: \_\_\_\_\_  
   Indicate Best Financial Classification: \_\_\_\_\_

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1. Is the insurer to be used for Workers' Compensation insurance listed by Best with a rating of no less than A:VII?

☐ YES ☐ NO

Indicate Best Rating: \_\_\_\_\_  
Indicate Best Financial Classification: \_\_\_\_\_

If answer is NO, provide name and address of insurer:

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2. Is the Respondent able to obtain insurance in the following limits (next page) for this professional services agreement?

☐ YES ☐ NO

Insurance will be placed with Florida admitted insurers unless otherwise accepted by Leon County. Insurers will have A.M. Best ratings of no less than A:VII unless otherwise accepted by Leon County.

Required Coverage and Limits

The required types and limits of coverage for this bid/request for proposals are contained within the solicitation package. Be sure to carefully review and ascertain that bidder/proposer either has coverage

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or will place coverage at these or higher levels.

Required Policy Endorsements and Documentation

Certificate of Insurance will be provided evidencing placement of each insurance policy responding to requirements of the contract.

**Deductibles and Self-Insured Retentions**

Any deductibles or self-insured retentions must be declared to and approved by the County. At the option of the County, either: the insurer shall reduce or eliminate such deductibles or self-insured retentions as respects the County, its officers, officials, employees and volunteers; or the Contractor shall procure a bond guaranteeing payment of losses and related investigations, claim administration and defense expenses.

Endorsements to insurance policies will be provided as follows:

Additional insured (Leon County, Florida, its Officers, employees and volunteers) -  
General Liability & Automobile Liability

Primary and not contributing coverage-  
General Liability & Automobile Liability

Waiver of Subrogation (Leon County, Florida, its officers, employees and volunteers)- General Liability, Automobile Liability, Workers' Compensation and Employer's Liability

Thirty days advance written notice of cancellation to County - General Liability, Automobile Liability, Worker's Compensation & Employer's Liability.

Professional Liability Policy Declaration sheet as well as claims procedures for each applicable policy to be provided

Please mark the appropriate box:

Coverage is in place ☐ Coverage will be placed, without exception ☐

The undersigned declares under penalty of perjury that all of the above insurer information is true and correct.

Name \_\_\_\_\_  
Typed or Printed

Signature \_\_\_\_\_

Date \_\_\_\_\_

Title \_\_\_\_\_  
(Company Risk Manager or Manager with Risk Authority)



# LOCAL VENDOR CERTIFICATION

The undersigned, as a duly authorized representative of the vendor listed herein, certifies to the best of his/her knowledge and belief, that the vendor meets the definition of a "Local Business." For purposes of this section, "local business" shall mean a business which:

- Has had a fixed office or distribution point located in and having a street address within Leon County for at least six (6) months immediately prior to the issuance of the request for competitive bids or request for proposals by the County; and
- Holds any business license required by the County, and, if applicable, the City of Tallahassee (please attach copies); and
- Employs at least one (1) full time employee, or two (2) part time employees whose primary residence is in Leon County, or, if the business has no employees, the business shall be at least fifty percent (50%) owned by one or more persons whose primary residence is in Leon County.

Please complete the following in support of the self-certification and submit copies of your County and City business licenses. Failure to provide the information requested will result in denial of certification as a local business.

Business Name:	Phone:
Current Local Address:	Fax:
If the above address has been for less than six months, please provide the prior address.	
Length of time at this address	
Number of Employees and hours worked per week by each:	
Name and Address of Owner(s) who reside in Leon County and who in total own at least 50% or more of the business. Attach additional sheets as necessary.	Percentage of Ownership
1.	
2.	

Signature of Authorized Representative

Date

STATE OF \_\_\_\_\_  
COUNTY OF \_\_\_\_\_

The foregoing instrument was acknowledged before me this \_\_\_\_\_ day of \_\_\_\_\_, 20\_\_\_\_.

By \_\_\_\_\_, of \_\_\_\_\_,  
(Name of officer or agent, title of officer or agent) (Name of corporation acknowledging)  
a \_\_\_\_\_ corporation, on behalf of the corporation. He/she is personally known to me  
(State or place of incorporation)  
or has produced \_\_\_\_\_ as identification.  
(type of identification)

Signature of Notary

Print, Type or Stamp Name of Notary

Title or Rank

Serial Number, If Any

Return Completed form with  
supporting documents to:

Leon County Purchasing Division  
2284 Miccosukee Road  
Tallahassee, Florida 32308